

Station WVBT-TV NORFOLK, VA.
Advertiser ().PRIORITIES USA ACTI
Product PRIORITIES USA
Estimate# 1565
Buyer CASEY BESSETTE
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA INC
1322 G. STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1565
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

CLIENT: PRIORITIES USA ACTION SC=*

-- REMARKS --

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$9250
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	10A-11A	MILLIONAIRE	:30	\$100.00	10/16-10/16	1	1	1	\$100.00	
	2	W	10A-11A	MILLIONAIRE	:30	\$100.00	10/17-10/17	1	1	1	\$100.00	
	3	TH	10A-11A	MILLIONAIRE	:30	\$100.00	10/18-10/18	1	1	1	\$100.00	
	4	F	10A-11A	MILLIONAIRE	:30	\$100.00	10/19-10/19	1	1	1	\$100.00	
	5	M	10A-11A	MILLIONAIRE	:30	\$100.00	10/22-10/22	1	1	1	\$100.00	
	6	TU	4P-5P	JERRY SPRINGER	:30	\$200.00	10/16-10/16	1	1	1	\$200.00	
	7	W	4P-5P	JERRY SPRINGER	:30	\$200.00	10/17-10/17	1	1	1	\$200.00	
	8	TH	4P-5P	JERRY SPRINGER	:30	\$200.00	10/18-10/18	1	1	1	\$200.00	
	9	F	4P-5P	JERRY SPRINGER	:30	\$200.00	10/19-10/19	1	1	1	\$200.00	
	10	M	4P-5P	JERRY SPRINGER	:30	\$200.00	10/22-10/22	1	1	1	\$200.00	
	11	TU	5P-6P	STEVE WILKOS	:30	\$250.00	10/16-10/16	1	1	1	\$250.00	

EC'd Yes Last Received: 08/26/2012 8:00 PM

Showing Buylines: All Lines

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	12	W	5P-6P	STEVE WILKOS	:30	\$250.00	10/17-10/17	1	1	1	\$250.00	
	13	TH	5P-6P	STEVE WILKOS	:30	\$250.00	10/18-10/18	1	1	1	\$250.00	
	14	F	5P-6P	STEVE WILKOS	:30	\$250.00	10/19-10/19	1	1	1	\$250.00	
	15	M	5P-6P	STEVE WILKOS	:30	\$250.00	10/22-10/22	1	1	1	\$250.00	
	16	TU	6P-7P	MAURY POVICH	:30	\$250.00	10/16-10/16	1	1	1	\$250.00	
	17	F	6P-7P	MAURY POVICH	:30	\$250.00	10/19-10/19	1	1	1	\$250.00	
	18	W	7P-730P	TMZ	:30	\$400.00	10/17-10/17	1	1	1	\$400.00	
	19	TH	730P-8P	DISH NATION	:30	\$400.00	10/18-10/18	1	1	1	\$400.00	
	20	W	10P-1045P	LATE NEWS	:30	\$1,200.00	10/17-10/17	1	1	1	\$1,200.00	
	21	TH	10P-1045P	LATE NEWS	:30	\$1,200.00	10/18-10/18	1	1	1	\$1,200.00	
	22	TU	1045P-11P	SPORTSWRAP	:30	\$500.00	10/16-10/16	1	1	1	\$500.00	
	23	TH	1045P-11P	SPORTSWRAP	:30	\$500.00	10/18-10/18	1	1	1	\$500.00	
	24	W	1130P-12A	EXTRA	:30	\$300.00	10/17-10/17	1	1	1	\$300.00	
	25	M	1130P-12A	EXTRA	:30	\$300.00	10/22-10/22	1	1	1	\$300.00	
	26	SU	10P-1045P	SUNDAY LATE NEWS	:30	\$1,200.00	10/21-10/21	1	1	1	\$1,200.00	

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Report Totals: 26 / \$9,250.00

---SALES MONTHLY TOTALS---

Oct 12: 26 / \$9,250.00
Sales Totals: 26 / \$9,250.00
Station Totals: 26 / \$9,250.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$115,625	CATV 0%	WAVY 33%	WGNT 6%	WPXV 0%	WTKR 23%
		WTVZ 4%	WVBT 8%	WVEC 26%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE